

Business Basics





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Part I: General Overview

The John Deere Intelligent Solutions Group is the development facility focused on creating technology used in all aspects of farming. While this is a relatively new facet of agriculture, Deere has been leading the way in advanced manufacturing. The group consists of software developers, engineers, product testers, marketers and many more.

Part II: Job Specifics

In software development it is common and useful to break apart larger goals into smaller tasks. Because there are so many different languages and technologies to be familiar with, it is more efficient for each person to utilize their individual strengths. Communication and organization throughout Deere ISG is vital.

Part III: Introduce the Problem

Students survey community members to assess the type of businesses that are the best fit for community needs. The business will be build on land purchased near the school. Students share recommendations with the landowner. Students design the space and present it to the landowner.

Part IV: Background

Students will need to know how to create and distribute a survey as well as interpret and present data from a survey.

Students will need to know scale and proportion in order to make their design.

Students will need to know how to deliver an effective presentation.

Students will need to know city building requirements.

Part V: Business Solution

Use entrepreneurial business framework to advance the project and deliver a prototype to the community members and landowner as soon as possible. This requires communication and a product being presented each step of the way.

Part VI: Student Solutions

Students work as a team and distribute jobs based on strengths. They use different types of technology to organize, communicate and reach out to community members. Student designs will vary, but each group will make a proposal to the landowner and practice their presentation along the way.